

Abstract of the Disclosure

The present invention provides for the selection of an address, such as a URL, for content based on a user's location. For services that either provide unique content for different entities or areas or provide common content from different locations, an application process is capable of identifying an address for a content server based on the location of a user's mobile terminal. Once the URL is selected, the application process will deliver the URL to the mobile terminal to request content. Alternatively, the application process may redirect content delivery to the mobile terminal based on the URL.